

Message Text

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ACTION EUR-12

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FOR BEWT/OEWTD/MURRIN, BEWT/TPD/THOMPSON AND ROBB

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJ: TASHKENT BDO

1. SUMMARY: SOVIET CHAMBER OF COMMERCE OFFICIAL INFORMED
DEPDIR USCO DEC. 14 THAT CHAMBER IS CONSIDERING REJECTING
OUR APPLICATION BASED ON FACT THAT ONLY LITERATURE WILL BE
EXHIBITED. WE PLAN TO RAISE THIS SUBJECT AT HIGHER LEVEL
TO SEEK A FAVORABLE DECISION. IF RESULTS NEGATIVE, WE WOULD
ENVISION VISITING OTHER OUTSIDE-MOSCOW EXHIBITIONS TO GET
DIRECT EXPERIENCE ABOUT PROBLEMS AND PROSPECTS. END SUMMARY

2. DEPDIR USCO MET WITH SOVIET CHAMBER OF COMMERCE OFFI-
CIALS DEC. 14 TO DISCUSS PARTICIPATION IN ABOVE BDO. PURPOSE
WAS TO OBTAIN PLANS, PAVILION LOCATION AND STRAIGHTEN OUT
LOGISTICAL AND OTHER PROBLEMS.

3. QUITE UNEXPECTEDLY, USKOV (DEP. GEN. DIR. FOR SPECIALIZED
INTERNATIONAL EXHIBITS) STATED THAT THE CHAMBER WAS VERY
SERIOUSLY CONSIDERING REJECTING OUR APPLICATION BASED UPON
THE FACT THAT WE WILL BE EXHIBITING NO PRODUCTS BUT ONLY
LITERATURE. THIS, OF COURSE, IS CONTRARY TO OUR ORIGINAL
TALKS CONCERNING BEWT'S PARTICIPATION. USKOV ALSO SAID THAT
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THE QUESTION IS NOW BEING DISCUSSED AND HE WILL INFORM US OF
THE DECISION IN A FEW DAYS.

4. COMMENT: IT APPEARS THAT THE CHAMBER IS HAVING DIFFICULTY
PHILOSOPHICALLY ACCEPTING WHAT WE ARE TRYING TO ACCOMPLISH.
EVEN THOUGH CATALOGUE SHOWS HAVE BEEN HELD SUCCESSFULLY IN EE

(E.G., SYMPOMECH IN CZECHOSLOVAKIA), THE IDEA OF DISPLAYING ONLY CATALOGUES IN THE MANNER WHICH WE PLAN IS APPARENTLY A NEW CONCEPT FOR SOVIETS. IT WAS EXPLAINED TO CHAMBER OFFICIAL THAT SHOWING CATALOGUES FROM OVER 100 COMPANIES WOULD BE MORE BENEFICIAL IN TERMS OF KNOWLEDGE GAINED FOR SOVIET SPECIALISTS ATTENDING EXHIBIT THAN SHOWING EQUIPMENT FROM TEN COMPANIES; IF IN FACT THE SOVIET PURPOSE IN HOLDING SUCH EXHIBITS IS THOROUGHLY TO INFORM SPECIALISTS AND END-USERS ABOUT AVAILABLE TECHNOLOGY. USKOV'S ANSWER WAS SIMPLY THAT SOVIET SPECIALISTS WOULD LIKE TO SEE THE EQUIPMENT IN OPERATION AND MAKE DIRECT COMMERCIAL CONTACTS, EVEN THOUGH WE EXPLAINED THAT QUALIFIED U.S. MEDICAL TECHNICIAN WOULD BE PRESENT. THE FACT THAT MANY U.S. AND WESTERN COMPANIES DO COME TO INTERNATIONAL EXHIBITS WITH ONLY LITERATURE AND GRAPHICS (E.G., AT ALL USDOC-SPONSORED EXHIBITS) DID NOT SEEM TO AFFECT USKOV'S POSITION. THE LOGIC OF OUR PLANNED APPROACH QUITE CLEARLY MADE LITTLE DENT IN HIS ATTITUDE. THE MEETING ENDED WITH USKOV STATING THAT WITH EQUIPMENT, NO PROBLEM - WITHOUT IT, HE WAS VERY PESSIMISTIC.

5. A NEGATIVE DECISION FROM THE CHAMBER WOULD, FOR THE TIME BEING, CURTAIL OUR PROMOTIONAL PROGRAM IN TERMS OF HOLDING BDO'S/CATALOGUE SHOWS OUTSIDE OF MOSCOW WITH THE VIEW OF BUILDING A BASE OF EXPERIENCE FROM WHICH WE CAN OFFICIALLY SPONSOR A FULL PRODUCT DISPLAY IN THESE OUTLYING AREAS. THIS EXPERIENCE WAS DEEMED NECESSARY (IN TERMS OF ADEQUATELY ASSESSING BENEFIT OF GOING OUTSIDE MOSCOW, ATTENDANCE BY KEY POTENTIAL BUYERS, FREIGHT AND CONSTRUCTION PROBLEMS, SUPPORT AND OTHER LOGISTICAL QUESTIONS) BEFORE SPONSORING A TYPE I OR SMALLER EXHIBIT WHICH COULD BE CATASTROPHIC WITHOUT SUCH PRIOR KNOWLEDGE. THE CHAMBER'S DECISION COULD ALSO, ALTHOUGH INDIRECTLY, UNCLASSIFIED

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AFFECT ANY PLANS TO TAKE SME'S AND TSS'S OUTSIDE OF MOSCOW.

6. MEETING HAS BEEN ARRANGED DEC. 21 FOR E/C COUNSELOR TO CALL ON KH. N. OGANESYAN, CHIEF OF THE INTERNATIONAL AND FOREIGN EXHIBITION ADMINISTRATION OF THE CHAMBER OF COMMERCE, DURING MEETING WE WILL STRESS UTILITY OF CATALOGUE EXHIBIT AT TASHKENT.

7. IF CHAMBER'S DECISION IS NEVERTHELESS NEGATIVE WE CAN
A. CANCEL PLANS FOR BDO/CATALOGUE SHOWS OUTSIDE MOSCOW, WITHOUT FURTHER ACTIVITY;
B. CANCEL PLANS FOR BDO/CATALOGUE SHOW ACTIVITY, BUT GAIN EXPERIENCE MENTIONED IN PARA 5 THROUGH VISITS TO SEVERAL EXHIBITS OUTSIDE MOSCOW: OR

C. APPEAL FOR MORE FAVORABLE DECISION AT HIGHEST LEVEL WITHIN THE CHAMBER.

8. IF DECISION NEGATIVE, RECOMMEND OPTION B, WITH USCO OFFICERS EMBARKING ON ACTIVE PROGRAM OF VISITING AS MANY EXHIBITS AS FEASIBLE OUTSIDE MOSCOW DURING THIS FY TO GAIN ON-SITE IMPRESSIONS AND KNOWLEDGE BASE. IF RESULTS APPEAR FAVORABLE, SMALL BEWT-SPONSORED EXHIBIT COULD BE PLANNED FOR FY-78.

9. WILL ADVISE IMMEDIATELY UPON RECEIPT OF CHAMBER'S DECISION.
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